

2009 Pinnacle Award Winners
Northeast Tennessee Tourism Association
www.netta.com

Category: Special Events

Events, festivals, tournaments, concerts, shows, reenactments, etc.

Pinnacle Winners:

Hospitality Organizations Division

Tennessee Valley Showcase Marching Band Competition
Kingsport Convention & Visitors Bureau

Heritage Tourism Division

Bicentennial Celebration for President Andrew Johnson
Andrew Johnson National Historic Site
National Park Service

Merit Award Winners:

Cultural Arts Division

Barter Theatre: 75 Years – A Community Celebration
Barter Theatre

Municipalities Division

Jonesborough Days 2008: Farmin' on the Fourth
Town of Jonesborough

2009 Pinnacle Award Winners

Category: Special Projects

Exhibits, resource publications, photography, educational programs, trade shows, FAM tours and other initiatives

Pinnacle Winners:

Education Division

History, Heritage and the Constitution
Doak House Museum at Tusculum College

Municipalities Division

Sculpture Walk
Cultural Arts Division, City of Kingsport

2009 Pinnacle Award Winners

Category: **Advertising & Promotions – Print**
Brochures, magazines, newspaper supplements and print ads

Pinnacle Winners:

Hospitality Organizations Division

Kingsport Visitors Guide
Kingsport Convention & Visitors Bureau

Heritage Tourism Division

A Century of Furniture: The Rose Cabinet Shops
William King Regional Arts Center

Municipalities Division

Historic Jonesborough's Official Visitors Guide
Historic Jonesborough Visitors Center & Town of Jonesborough

Business Division

National Storytelling Festival Campaign
Hillhouse Graphic Design

2009 Pinnacle Award Winners

Category: Advertising & Promotions – Multi-Media

Videos, websites, On-line Campaigns, DVD, CD/Rom, music CD

Pinnacle Winners:

Hospitality Organizations Division - Websites

Visitbristoltnva.org

Bristol Convention & Visitors Bureau

Education Division - Websites

Interactive Website for Doak House Museum

Doak House Museum at Tusculum College

Hospitality Organization Division – On-line Campaign

“Girlfriend Getaway”

Johnson City Convention & Visitors Bureau

2009 Pinnacle Award Winners

Category: **Public Relations**

Community awareness campaigns, training programs, and community pride initiatives and activities

Pinnacle Winners:

Hospitality Organizations Division

Direct Mail Public Relations Media Boxes

Johnson City Convention & Visitors Bureau

2009 Pinnacle Award Winners

Category: **Volunteer**

An individual who, through non-paid service, significantly impacts the industry through time, expertise, experience, and financial support or community involvement. The nominee must reside in the Tri-Cities Tennessee/Virginia region.

Pinnacle Winners:

Tim Lingerfelt
Erwin, TN